

# *Partnering with the City: Overview of Funding Opportunities*

Economic Development Department  
City Council Offices  
Commission for Arts and Culture

<https://www.sandiego.gov/economic-development/nonprofit-programs>

## Overview

- **General Requirements for City Funding**
- **Types of Funding Available**
- **Questions**



# The City of San Diego

# Strategic Plan

## Goals

- 1) Provide high-quality public services
- 2) Work in partnership with all of our communities to achieve safe and livable neighborhoods
- 3) Create and sustain a resilient and economically prosperous city

## Mission

To effectively serve and support our communities

## Vision

A world-class city for all

## Types of City Grants

- ❑ Community Development Block Grant
- ❑ Economic Development & Tourism Support
- ❑ Small Business Enhancement Program
- ❑ Citywide Transient Occupancy Tax
- ❑ Commission for Arts and Culture Funding
- ❑ Community Projects, Programs & Services
- ❑ Arts, Culture & Community Festivals

Economic Development Department

Commission for Arts and Culture

City Council Offices

## Two-Phase Process: Part 1



Is the applicant organization ready to contract with the City of San Diego?

What programs and services are proposed?

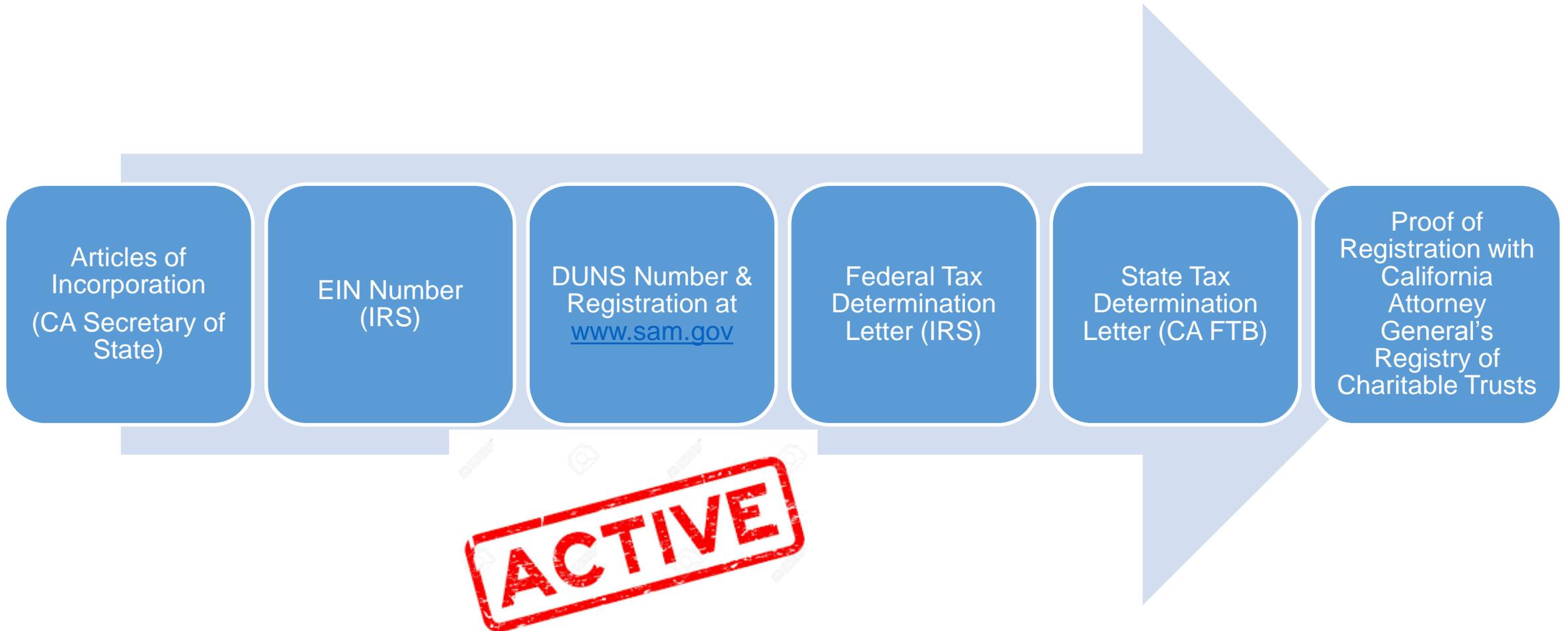
## RFQ: Prescreening for Capacity

- Past Experience
- Track Record
- Controls in Place
- Alignment of Goals and Objectives

## Required General Information



# Registration and Status Requirements



## Insurance Requirements: ACORD Certificate

- Insurers with A.M. Best's rating of no less than A-VI
- Types and coverage amounts:
  - ❑ **Commercial General Liability** with limits of at least **\$1,000,000** per occurrence, subject to an annual aggregate of at least **\$2,000,000**;
  - ❑ **Automobile Liability** with a limit of at least **\$1,000,000** per occurrence; insurance certificate should reflect coverage for **Any Auto** or **Hired and Non-Owned Autos**;
  - ❑ **Worker's Compensation** with Employer's Liability coverage with a limit of at least **\$1,000,000**, if organization has paid employees

## Eligibility Considerations

Your organization may **NOT** be eligible to submit an application for funding if:

- **FOR PROFIT:** Your organization is a commercial enterprise.
- **DOUBLE-DIPPING:** An organization can only apply to one TOT-funded program per fiscal year.
- **FISCAL SPONSORS:** You have secured a nonprofit organization to act as the parent organization of your project

## Two-Phase Process: Part 2



Once an applicant is “qualified” during the RFQ phase...

...it is eligible to submit project-specific proposals during the RFP phase.



# Funding Opportunities



# Check Out the New City Nonprofit Programs Webpage!

<https://www.sandiego.gov/economic-development/nonprofit-programs>

**Economic Development**

Economic Development Home | Why San Diego? | Start, Expand & Finance Your Business | Tax Incentives | About Us | Other Resources

## City of San Diego Nonprofit Programs

### Contact Information

Economic Development  
619-236-6700  
[sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov)

### Funding Opportunities

The City of San Diego offers several funding opportunities for nonprofit organizations each year through an annual process consisting of a Request for Qualifications (RFQ) and a competitive Request for Proposals (RFP). Please note funding cycles and requirements may vary by program. Stay updated on opportunities and deadlines by checking out each funding program's website.

- City Council Offices (Arts, Culture and Community Festivals & Community Projects, Programs and Services)

- Funding Opportunities
- General RFQ Requirements
- Nonprofit Capacity Building Programs

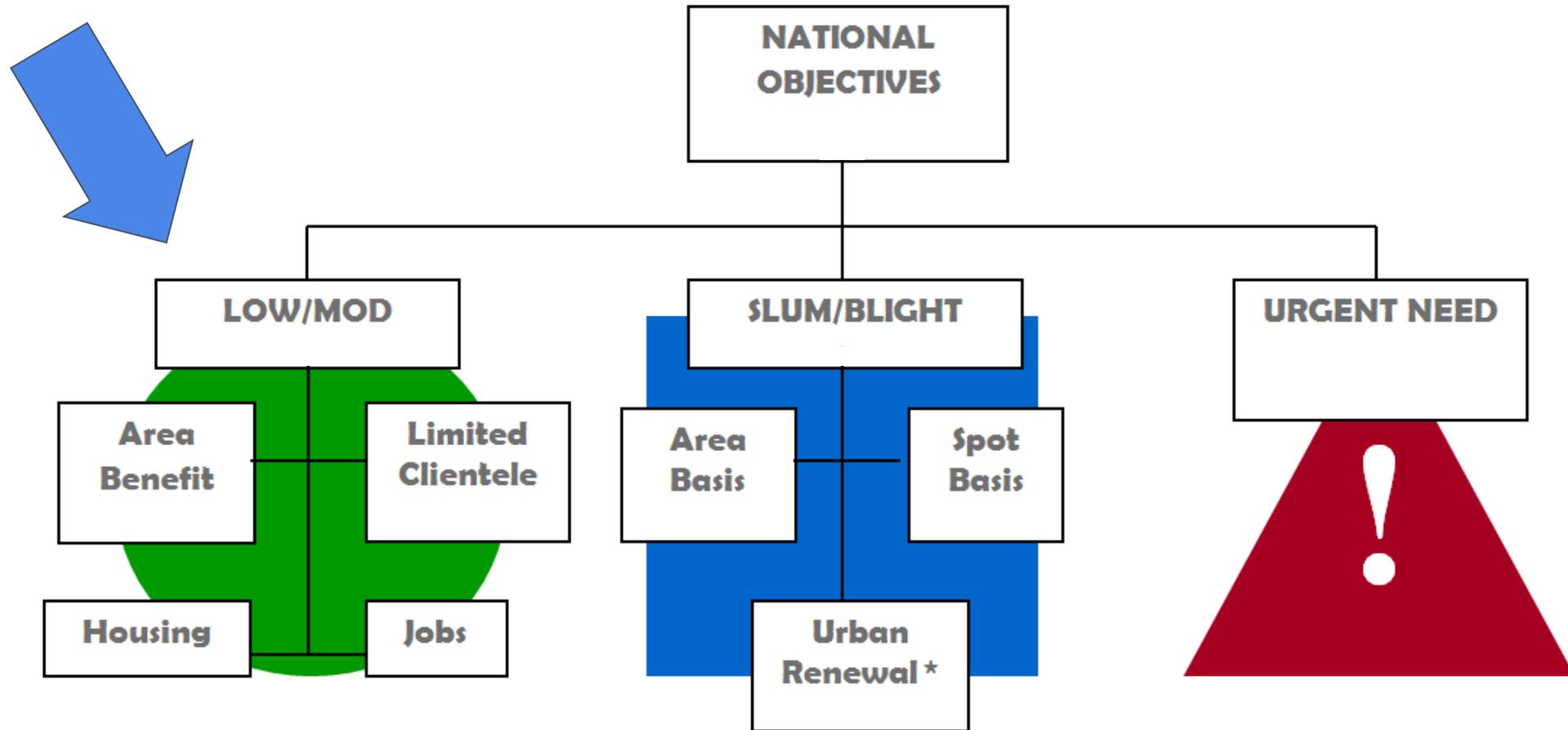
## Community Development Block Grants (CDBG)

Primary Objective: Improve living environment, expand economic opportunities, and provide decent housing for low- and moderate-income residents and areas

- Federal entitlement program established by Housing & Community Development Act of 1974
- Regulations found in 24 CFR Part 570



# Eligibility and National Objectives



# Public Services

**Minimum Allocation \$50,000**



**Left: Mama's Kitchen - Meal Service  
Below: Reality Changers - Youth College Prep Services**

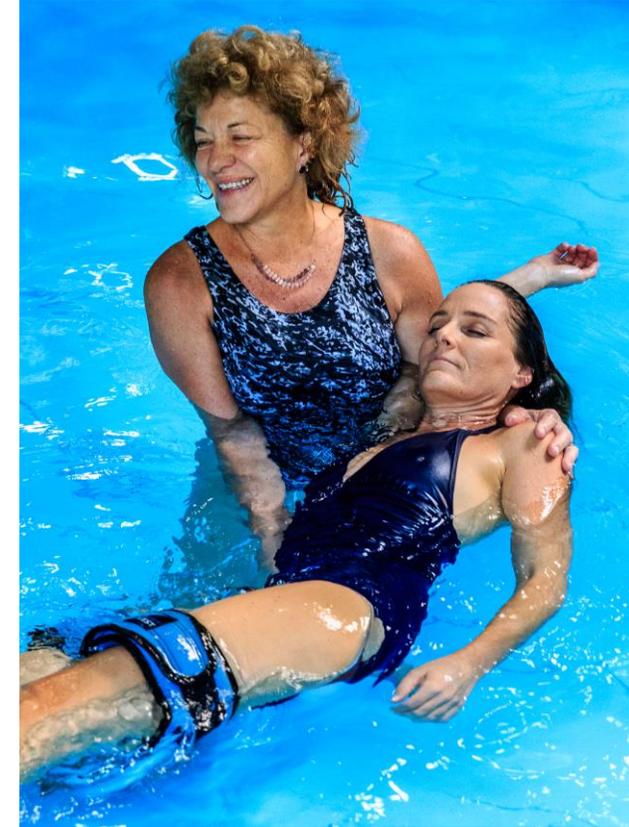


# Public Services: Small/Emerging Organizations

Minimum  
Allocation

**\$TBD**

## Wave Academy – Therapy for Veterans



# Community/Economic Development

**Minimum Allocation**      **\$50,000**



**Acción San Diego - business client  
(Wild Island Collective)**



# Nonprofit CIP & Multifamily Housing Rehabilitation

**Minimum  
Allocation**

**\$100,000**

Far Right: **La Maestra CT Scanning Suite Rehabilitation**  
Below: **Jacobs Center for Neighborhood Innovation Chollas Creek  
Restoration**



# Single-Family Housing Rehabilitation

**Minimum Allocation      \$100,000**

**Below: San Diego Habitat for Humanity Home Roof Rehabilitation**



# Sustainability

**Minimum Allocation**      **\$100,000**

**GRID Alternatives**  
Rooftop Solar Installation



# Economic Development Funding: EDTS, SBEP and Citywide TOT

## **Business Expansion, Attraction and Retention Division (BEAR) Economic Development (ED) Funding**

Economic Development Funding Program Objective:

*Allocate funding to eligible nonprofits to effectively and efficiently further the goals of the City's Economic Development Strategy including the Economic Prosperity Element of the City's General Plan.*

## SBEP – Small Business Enhancement Program

**Microdistrict SBEP (Goal A)** allocations assist and fund projects or programs in smaller, geographically based neighborhood business districts to benefit small businesses.

**Citywide SBEP (Goal B)** allocations expand economic opportunities for small businesses by supporting programs, projects or services offered citywide.



## TOT – Transient Occupancy Tax

**Citywide TOT (Goal C or D)** supports programs that promote the City as a visitor destination, advance the City's economy by increasing tourism or attract industry on a citywide basis.

**Economic Development & Tourism Support (EDTS) (Goal C or D)** supports the production of regionally significant programs, services and events that generate tourism, attract business and create employment.



## Microdistrict Grant

### Amount:

\$3,000 -10,000

### Goal A:

### Objectives

- Increase the number of neighborhood-based businesses
- Increase the volume or value of goods and/or services sold by neighborhood-based businesses



La Vuelta Summer Festival

Photo Source: Logan Avenue Consortium

## Microdistrict Grant

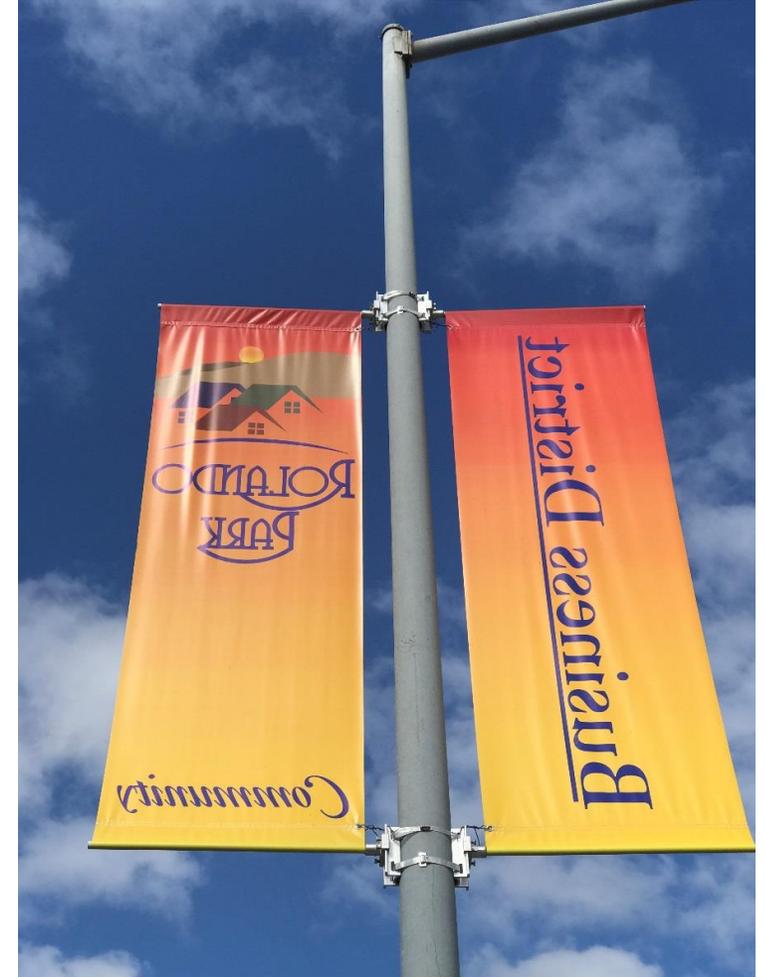
### Project Examples

- Business directories
- Business marketing
- Technical assistance workshops
- Entrepreneurship programs
- Commercial district banners

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### Ineligible Projects

- Fundraising
- Job training or job placement
- Religious or political activity
- Capital for building construction and improvements



## Placemaking

### Private Property and Public Right of Way

#### Projects may include:

- Decorative lighting
- Shade structures
- Gathering areas
- Furniture
- Small retail kiosks
- Murals
- Bike racks/corrals
- Wayfinding
- Trash & Recycling



Manzanita Gathering Place, City Heights  
Photo: Circulate San Diego

## Placemaking



Fair @ 44, City Heights

Photo Source: City Heights Community Development Corporation

# Contact us!

## Economic Development Department

e: [CDBG@saniego.gov](mailto:CDBG@saniego.gov) | e: [SDBusiness@saniego.gov](mailto:SDBusiness@saniego.gov)  
p: 619-236-6700

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Community Economic Development  
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### Jocelyn Maggard

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p: 619-533-6339

# Partnering with the City

*Funding Opportunities:*

## Commission for Arts and Culture



## Organizational Support Program (OSP)

Provides general operating support with an emphasis on the delivery of programs and services that impact San Diego's quality of life and tourism.

OSP Funding Awards can range from \$5,000–\$600,000



## **Creative Communities San Diego (CCSD)**

Provides sponsorship for projects, such as community-based festivals, parades, and celebrations that promote neighborhood pride and community reinvestment.

CCSD Funding Awards can range from \$5,000–\$140,000

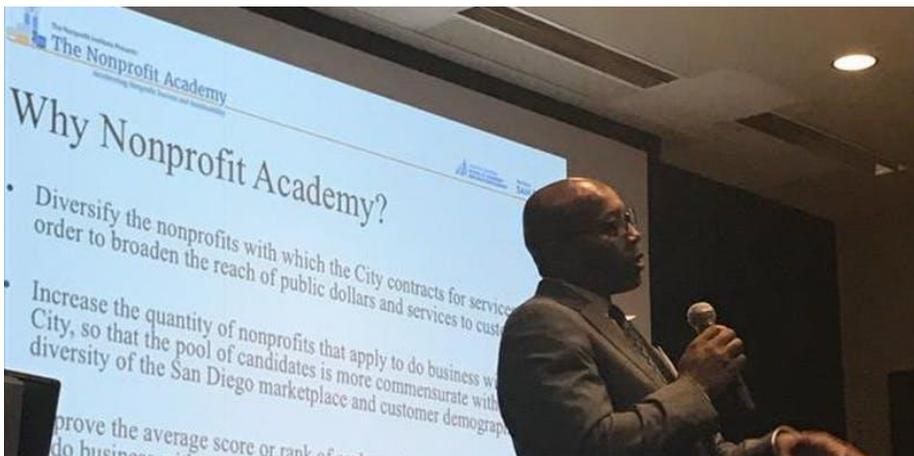


## Special Initiatives

Special Initiatives occur on a year-by-year basis in response to need and funding capacity.

Past Initiatives have included funding for Arts Education

Visit our website for more information.



## Commission for Arts & Culture Funding Programs

### Contact:

Leticia Gomez Franco

Senior Arts and Culture Funding Manager

[GomezL@san Diego.gov](mailto:GomezL@san Diego.gov)

619-236-6778

[www.sandiego.gov/arts-culture/funding](http://www.sandiego.gov/arts-culture/funding)



Commission for  
Arts and Culture

# Partnering with the City: City Council Offices

## CPPS / ACCF Funding Programs





# Partnering with the City

## Community Projects, Programs and Services (CPPS) Funding Program

### Background

- CPPS funding is awarded to non-profit organizations and public agencies for projects, programs, and services that provide a one-time social, environmental, cultural, or recreational community need.
- CPPS Funding Program is governed by Council Policy 100-06.



## Arts, Culture and Community Festivals (ACCF) Funding Program

### Background

- ACCF with Discretionary Transient Occupancy Tax (TOT) funding is awarded to non-profit organizations and public agencies that enrich the community by providing access to local culture and the arts for residents and visitors of San Diego.
- Organizations with a FY20 Commission for Arts & Culture OSP/CCSD contract are ineligible to apply for the Council Office ACCF Funding Program, but can be awarded Council Office ACCF funds by Council Office transfer memo.
- ACCF Funding Program is governed by Council Policy 100-23.



## FY19 Council Office Funding Summary

Total CPPS Funds Expended: \$963,521

- Contracts:
  - **117** Programs, Projects, & Services
  - **\$660,970** Allocated
  - **\$1,000 - \$38,5000** Award Range
- Memos:
  - **28** City Projects
  - **\$302,551** Allocated
  - **\$473 - \$140,000** Transfer Range

Total ACCF Funds Expended: \$360,000

- Contracts:
  - **10** Programs, Projects, & Services
  - **\$57,000** Allocated
  - **\$2,000 - \$15,000** Award Range
- Memos:
  - **50** OSP/CCSD
  - **\$303,000** Allocated
  - **\$1,000 - \$38,000** Transfer Range



# FY20 Council Office Funding Available

FY20 CPPS Funds: \$1,890,563

FY20 ACCF Funds: \$360,000

## CPPS Funds:

- Contracts
- Transfer Memorandum:
  - City Departments
  - Capital Improvement Projects (CIP)

## ACCF Funds:

- Contracts
- Transfer Memorandum:
  - Organizational Support (OSP)
  - Creative Communities (CCSD)



*\*Unexpended funds absorbed by the General Fund*

## CPPS/ACCF Funding Program

### Program Reminders & Council Policy Review

- Project/program/service must serve a lawful public purpose and be open and cost-free to the public.
- CPPS/ACCF funds cannot be used for food, beverages, travel, private purposes, political, religious, or fundraising activities.
- CPPS/ACCF funds should be considered a one-time resource.
- Project/program/service must occur within the fiscal year.
- CPPS/ACCF funds are paid on a reimbursement basis only
- Funding awards are at the discretion of Council Offices.
- RFQ due September 27, 2019. RFP only requested of funding recipients.





# Partnering with the City

## CPPS/ACCF Funding Program

### Examples

#### CPPS Projects/Programs/Services

**Feeding San Diego:** Electrical Improvements

**Mira Mesa Town Council:** Fourth of July Celebration

**Fulfilling Destiny:** Feminine Products Outreach for Homeless Women

**Neighborhood House Association:** Senior Nutrition Center Roof

**New Americans Museum:** Latin American Art Fair

**Paving Great Futures:** Community Wrap Around Program

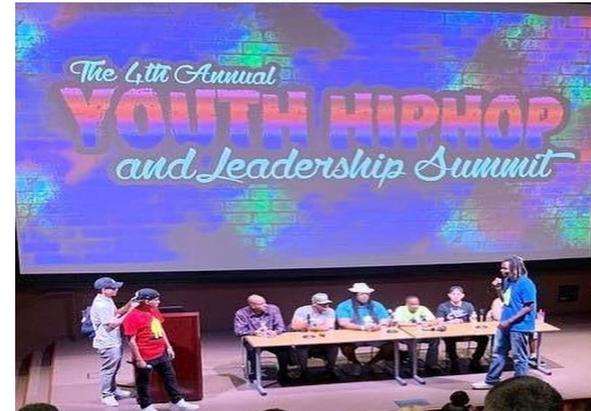
#### ACCF Projects/Programs/Services

**Alliance for Quality Education:** D6 Night Market

**Gaslamp Quarter Association:** Gaslamp Holiday Pet Parade

**Kiwanis Foundation of Tierrasanta:** Oktoberfest

**Paving Great Futures:** SDSU Youth Hip-hop Leadership Conference



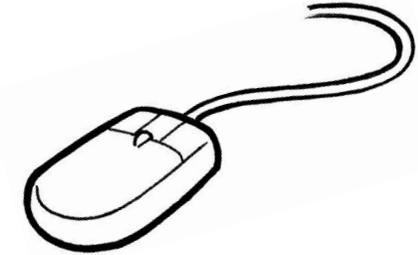
\*Previous funding on website- *Funding Allocations*

\*Please contact Council Administration directly to discuss organization-specific questions or concerns



## To Learn More

- **Council Offices** → <https://www.sandiego.gov/citycouncil>
- **CPPS Funding Program** → <https://www.sandiego.gov/citycouncil/cpps>
- **ACCF Funding Program** → <https://www.sandiego.gov/citycouncil/accf>
- **Office Hours** → By Appointment (*phone or in-person*)



## Contact Us: Council Administration

Submit CPPS questions to [CPPS@sandiego.gov](mailto:CPPS@sandiego.gov)

Submit ACCF questions to [ACCF@sandiego.gov](mailto:ACCF@sandiego.gov)

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Questions?